

Festival Sponsorships

Partnering with “Christmas on the Peninsula”



The “Christmas On the Peninsula” (COTP) festival is blessed with an enthusiastic Board of Directors plus a talented and energetic team of volunteers. However, to accomplish the mission and goals of the Festival, significant funding from external sponsors is needed.

Examples of the festival costs include:

- insurance (with \$5,000,000 liability) - \$1,000,
- bond for “Right of Way” for the Christmas Parade,
- potential road closure expenses.

An estimated \$19,000 is needed to cover the full costs of the Festival.

“Christmas on the Peninsula” helps to attract visitors to the White Rock and South Surrey community during the off-season, and to develop an enhanced and vibrant business community. Public response to the festival has been enthusiastic and very encouraging. The COTP Board invites businesses to share this enthusiasm by providing sponsor support to the festival.

The “Christmas on the Peninsula” Sponsorship Program can provide companies with unique marketing opportunities by means of which they can reach Festival audiences throughout the Peninsula and enhance business profiles among them.





Christmas on the Peninsula Festival

Community Sponsorship Opportunities

Each year, our volunteers contribute nearly 3,000 hours to bring the Christmas on the Peninsula Festival (“COTP”) to our community. As a non-profit event, we also rely on the support of local business sponsors to help cover the costs of delivering this beloved community celebration.

As a sponsor, your business will gain visibility with the 2,200 people who attend the Festival each year. Sponsors are featured in our advertising, social media, and promotional materials, and are also invited to our VIP Reception, which includes early access to the Christmas Market.

Our standard sponsorship packages are outlined below. We would also be happy to discuss custom sponsorship opportunities that best align your business with this trusted local event.

Platinum Sponsor: \$5,000+

Includes all Gold and Bronze benefits, plus:

- Your logo featured on Festival volunteer scarves, with four scarves provided to your organization.
- Premium on-site visibility, including:
 - A vertical banner (provided by sponsor, maximum width 120 cm) prominently displayed at the Christmas Market.
 - A banner (provided by sponsor) displayed at the beginning of the Christmas Parade.

Gold Sponsor: \$2,000+

Includes all Bronze benefits, plus:

- Your logo and business name included in Festival advertising and on sponsor display boards in the Community Centre.
- Your logo featured on the Festival poster, which is distributed to local businesses and organizations.
- Your business name with logo hyperlinked to your business site on the COTP website.
- Business name and logo on the COTP schedule included in the newspaper pullout
- Complimentary space and table in a prominent location in the entrance area or the Christmas Market.

Bronze Sponsor: \$500+

Advertising Exposure

- Acknowledgement on the COTP website
- Business name listed on the COTP schedule included in the newspaper pullout
- Business name and link to your website on the COTP website
- Recognition at all COTP Festival-related functions
- Year-round social media exposure through COTP Festival communications

On-Site Exposure

- Your business name displayed on sponsorship boards prominently located in the Community Centre
- Acknowledgement on two entertainment stage schedule boards posted prominently during the Festival

Thank You Recognition

- Invitation to the VIP Reception
- Business name included in the Festival “Thank You” acknowledgement in the newspaper